

PINE BLUFF ADVERTISING AND PROMOTION COMMISSION

Meeting Minutes

December 21, 2023

The regular meeting of the Pine Bluff Advertising and Promotion Commission was held on Thursday, December 21, 2023 at 4:30 p.m. at the offices of the A&P Commission, 623 S. Main Street. This meeting was audibly recorded. These minutes are a summarization.

PRESENT:

Advertising and Promotion Commission

Mr. Glen Brown, Jr., Chair, Secretary-Treasurer

Mr. Lloyd Holcomb, Jr.

Ms. Rosie Pettigrew

Mrs. Barbara Dunn

Staff

Mrs. Sheri Storie, Executive Director

Mr. Jimmy Cunningham, Tourism Development Director

Mrs. Betty Brown, Recorder

Guests

Mr. Michael McCray, NAACP

Mr. Ivan Whitfield, NAACP

Mr. Ken Johnson, BPA

Ms. Jamie Wright, UAPB

Mr. Matthew Newton, Shriners Circus

Mr. Robert Longhofer, AR Railroad Museum

Mr. J.P. Dunger, AR Railroad Museum

Mr. Eric Faucette, Gamma Psi Sigma Chapter of Phi Beta Sigma

Mrs. Trudy Redus, Pine Bluff Parks and Recreation

Call to Order:

Brown called the meeting to order at 4:34 PM.

Brown asked for consideration of the minutes for the regular meeting of November 16, 2023.

Holcomb moved to accept the minutes as presented. Dunn seconded. The minutes were approved.

Brown asked for consideration of the minutes for the special called meeting of November 30, 2023.

Holcomb moved to accept the minutes as presented. Dunn seconded. The minutes were approved.

Director's Report

Storie reported on tax collections deposited in November.

Storie informed the commission that EGP has initiated the preliminary auditing for the 2023 audit.

Storie updated on the King Cotton marketing that has been accomplished to date, including tournament and championship t-shirts, team backpacks and towels, step and repeat banner and

King Cotton yard signs. In addition, A&P paid for 500 tournament posters that were printed and distributed, and advertising for Cumulus Media from the advertising budget.

Storie reported on the Regional Tourism meeting and the unveiling of the Mosaic Mural that was held at the UAPB Incubator on December 4. Community leaders from Greenville, MS to Pine Bluff met to discuss planning for the Delta Rhythm & Bayous Highway. The Blues Memorial & Wellness Plaza will be the Pine Bluff anchor attraction for the region.

The coverage of the unveiling of the mosaic mural attracted a London journalist who has published a book on Black Swan Records, featured in the mural. Cunningham delineated by identifying the Old Miller Theater building as the connection to Black Swan Records and the importance of these narratives to thoroughly present the rich stories of Pine Bluff.

Storie shared on the recent meeting with Cunningham, herself and Susie Cowan, Project Coordinator for Arkansas Tourism. The state recently added music tourism as one of the pillars and Cowan visited Pine Bluff to better understand the music aspect of the cultural district. Cowan visited the AR Entertainers Hall of Fame while in Pine Bluff.

Storie informed everyone on the new version of our 2024 Visitor Guide. The guide will be magazine size, produced through Arkansas' Land of Legends and will still represent the same four county region.

Storie briefly presented the Tourism Development spending for the month of November that was included in the financial summary.

Brown thanked Storie for her great report. Pettigrew asked for an update on the 2024 Eclipse. Storie shared the plans of the meetings that will be taking place. A weekend of festivals in the city are in the planning stages from Friday, April 5th through the Monday, April 8th event.

Brown asked to move the grant funding before the committee reports beginning with the year-round funding.

Before moving to the grant funding Brown allowed Whitfield representing NAACP, to ask a question. Whitfield submitted a recent letter for the request of information regarding the certain qualifications of the commission members. Whitfield believes that one member is not in compliance. Whitfield asked for Brown to provide information in writing so he could inform the NAACP board of their concern.

2024 Grant Funding

The Arkansas Railroad Museum request for the year-round funding amount of \$25,000 was accepted as a motion from Pettigrew. Dunn seconded. Motion was approved.

The Arts & Science Center for Southeast Arkansas year-round funding amount of \$50 000 was accepted as a motion from Pettigrew. Holcomb seconded. Motion was approved.

Hestand Stadium request for the year-round funding amount of \$35,000 was accepted as a motion from Dunn. Holcomb seconded. Motion was approved.

Taylor Field request for the year-round funding amount of \$45,000 was accepted as a motion from Pettigrew. Holcomb seconded. Motion was approved.

The request from the Black Pilots of America, Operation Skyhook event request was for \$10,000. Dunn made a motion to approve. Pettigrew seconded. Holcomb asked for the motion to be amended. After discussion an amendment to the motion was made to include an increase of \$5,000. The motion was approved for \$15,000.

The request by the Delta Rivers Nature Center of \$2,000 for the Wetlands and Wildlife Festival was accepted as a motion by Pettigrew. Dunn seconded. Motion was approved.

The request by Hestand Stadium of \$25,000 for the carnival and fair was accepted as a motion by Dunn. Holcomb seconded. Motion was approved.

The Jefferson County Extension Homemakers requested \$14,145 for the Home Economics and Horticulture exhibit, in conjunction with the fair and carnival. Pettigrew made a motion by to approve the request. Dunn seconded. Motion was approved.

The Pine Bluff Festival Association requested \$20,000 for the 4th of July Fireworks show. A motion was made by Pettigrew to approve \$15,000. Dunn seconded. Motion was approved.

The Pine Bluff Festival Association requested \$10,000 for the Enchanted Land of Lights and Legends. A motion was made by Pettigrew to approve \$10,000. Holcomb seconded. Motion was approved.

The request by the Pine Bluff Parks and Recreation of \$12,725 for the Jazz on the Lake Series was accepted as a motion by Pettigrew. Dunn seconded. Motion was approved.

The Sahara Shrine Circus-event funding request of \$25,000 for the annual circus was presented by Brown. A motion was made by Pettigrew to approve the request. Holcomb seconded. Motion was approved.

Brown presented the request of \$40,000 from the UAPB Arts Department-Arts and Cultural Festival. Storie stated she has conversed with Dr. Cotton about possible collaboration with the Discover Our Delta Festival and assisting in funding from the tourism development budget. Dunn made a motion to approve \$20,000 for the request. Pettigrew seconded. The motion was approved. The additional \$20,000 for this request will come from the tourism development budget.

The Yard Foundation-Day Party request of \$6,000 was tabled in order to obtain additional information from the organization.

The request of \$5,000 for the Gamma Psi Sigma Chapter of Phi Beta Sigma Fraternity, Inc.-Lunch on the Lake event was discussed. Holcomb made a motion to approve the amount of \$2,000. Dunn seconded. The motion was approved.

Brown presented the request of \$20,000 for the Smoke on the Water event. Pettigrew made a motion to approve the requested amount. Holcomb seconded. The motion was approved.

Committee Reports

Marketing Committee – No report.

Finance Committee – Brown presented the financial summary report for the month ending November 30, 2023.

Old Business

Shared Office Space Agreement- Storie presented the agreement to provide shared office space for Joy Blankenship to operate for the Arkansas Land of Legends Travel Association with no additional cost to A&P Commission. Dunn made a motion to approve the agreement for signature. Holcomb seconded. The motion was approved

New Business

2024 Meeting Day of the Week- It was determined that the fourth Thursday of the month at 4:30 PM would work for the majority. Holcomb made a motion to amend the by-laws to establish the fourth Thursday of every month as the regular scheduled meeting day. Pettigrew seconded. The motion was approved.

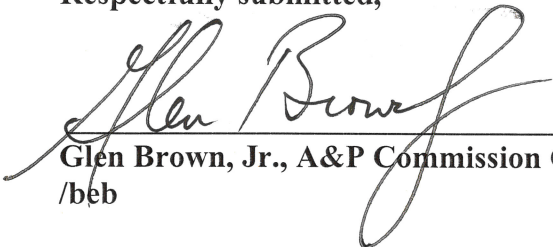
Storie gave a brief update on Aramark.

Dunn inquired with Brown to the matter of the NAACP’s request for a member who is not in compliance by law to hold their position. Discussion was held.

With no further business to be discussed Pettigrew made a motion to adjourn. Holcomb seconded. The meeting adjourned at 6:09 PM.

The next regular meeting will be on January 25, 2024 at 4:30 PM at the offices of the A&P Commission.

Respectfully submitted,



Glen Brown, Jr., A&P Commission Chair
/beb



Sheri Storie, A&P Executive Director

*The minutes contained herein follow the best practices of **Robert’s Rules of Order** and is not a transcription of the meeting. As is standard procedure, these minutes serve as a record of the action(s) taken by the Commission and is not a record of detailed discussion that took place during the meeting.*